



Co-funded by the
Erasmus+ Programme
of the European Union

Present Stakeholders for Future
Wellness Tourism Skills' Development



WellTo PROJECT

NATIONAL CURRICULA FOR ACQUISITION OF AWC QUALIFICATION, BULGARIA WP4, Deliverable 4.3.

**Prepared by: ITPIO, ZPG, Al-Maks, NAVET
September 2019**

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Contents

Administrator of Wellness Centre (AWC) – EQF/NQF 4, third degree of professional qualification	3
Legislation and other conditions	3
Specific Professional Preparation	4
Appendix 1. Distribution of teaching hours for each year	12

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Administrator of Wellness Centre (AWC) – EQF/NQF 4, third degree of professional qualification

Legislation and other conditions

Curricula in Bulgaria are developed in accordance with the VET Law, Framework Programs approved by order of the Minister of Education and Science on 17.03.2017.

Vocational education and training is available in the general secondary education system, as well as in Centers for Vocational Training for Adults (above 16 years old).

For the purposes of the WellTo project, the Wellness Center Administrator curriculum is developed for general secondary education.

According to the VET Law, Art. 13d. (New, SG No. 59/2016, effective 01.08.2016):

(1) Curricula for school vocational education and training in subjects or modules of general vocational training shall be developed on the basis of the state educational standard. for qualification by profession and are approved by the Minister of Education and Science.

(2) The curricula for the school vocational education and training in the subjects or modules of the sectoral and specific vocational training shall be developed on the basis of the state educational standards for acquiring vocational qualification in accordance with the type curricula for acquiring vocational qualification.

(3) The curricula or modules for school vocational education and training in subjects of advanced vocational training shall be approved by the school headmaster.

As there is no developed and approved state educational standard for AWC, the joint qualification profile was used as the basis for the curriculum.

The curriculum is developed in accordance with a number of requirements. In addition to general education subjects, the following major sections are required in the program (VET Law):

- **General vocational training** - includes subjects Economics, Entrepreneurship and Health and Safety at Work;
- **Sectoral vocational training** - common to all professions in the professional field - includes foreign language by profession, ICT, workflow organization and others specific to the professional field.
- **Specific vocational training** - subjects specific to the profession.

Learning outcomes from Joint Qualification Profile for AWC, as well as modules from the Joint Curriculum are included in the specific professional subjects. All of these subjects are new to the school and cover the whole qualification profile.

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Specific Professional Preparation

- *Framework Program C (B) for education with a second or third degree of professional qualification*
- *Degree of education – upper secondary (EQF/NQF 4)*
- *Duration of training – 5 years*
- *Training form – daily*
- *Organizational form – class*
- *Entry requirements – completed primary education*

Schedule of the educational process

The distribution of teaching hours for each year is shown in Appendix 1

- *VIII Grade – 36 weeks*
- *IX Grade – 36 weeks*
- *X Grade – 36 weeks (plus 2 weeks professional practice)*
- *XI Grade – 36 weeks (plus 2 weeks professional practice)*
- *XII Grade – 29 weeks (plus 2 weeks professional practice)*

Completion of training

The training ends with passing a state exam - part theory and part practice.

Specialized training modules (the main part of vocational training)

- 5.1. Professional culture and communication – M1
- 5.2. Types of thermal procedures and specialized technics – M2
- 5.3. *Physical therapy and rehabilitation – M2*
- 5.4. *Medical massage – M2*
- 5.5. *Organization and functioning of spa and wellness centres – M3*
- 5.6. *Orgonomy and work place hygiene – M3*
- 5.7. *Firs aid – M4*
- 5.8. *Wellness culture, life quality and social illnesses prevention – M4*
- 5.9. *Marketing and entrepreneurship in wellness tourism – M5*
- 5.10. *Presenting wellness packages – M5*

Duration for specific professional training for Administrator of Wellness Centre in total training hours

Subjects	Hours
5.1. Professional culture and communication – M1	65
5.2. Types of thermal procedures and specialized technics – M2	72

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



5.3. Physical therapy and rehabilitation – M2	36
5.4. Medical massage – M2	18
5.5. Organization and functioning of spa and wellness centers – M3	36
5.6. Ergonomy and work place hygiene – M3	18
5.7. First aid – M4	58
5.8. Wellness culture, life quality and social illnesses prevention – M4	58
5.9. Marketing and entrepreneurship in wellness tourism – M5	18
5.10. Presenting wellness packages – M5	29

Content for specific professional training for Administrator of Wellness Centre for each subject

5.1. Professional culture and communication – M1

<i>Themes</i>	<i>Duration in teaching hours</i>
1. Basic forms of communication	4
2. Communication techniques	6
3. Communication tools	5
4. Professional etiquette	8
5. Professional terminology	4
6. Professional foreign language	4
7. Listening and asking technology	2
8. Principles of effective interview	2
9. Confidentiality	5
10. Basis of psychology	2
11. Basis of stress management	4
12. Schedule planning	7
13. Coordinating of client flow according to wellness services	6
14. Client reservation	2
15. Digital methods of client reservation	4
Total hours:	65

5.2. Types of thermal procedures and specialized technics – M2

<i>Themes</i>	<i>Duration in teaching hours</i>

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



1. SPA and massage treatments	8
2. Facilities, equipment, and supplies	6
3. Types of treatments	4
4. Recent trends	4
5. Product quality leading to customer satisfaction	6
6. Medical and therapeutic massage	8
7. Massage tools	4
8. Medical and therapeutic use	10
9. SPA products	6
10. SPA procedure indications and contraindications	6
11. Traditional massages	5
12. Exotic massages	5
Total hours:	72

5.3. *Physical therapy and rehabilitation – M2*

<i>Themes</i>	<i>Duration in teaching hours</i>
1. Human body	2
2. General anatomy	1
3. Tissue, muscles and organ systems	1
4. Human body constitutional type	2
5. Muscle tone	2
6. Body care	2
7. Halotherapy	4
8. Mud therapy	4
9. Aromatherapy	4
10. Phytotherapy	4
11. Thalassotherapy	4
12. Healthy nutrition	4
13. Health and fitness	2
Total hours:	36

5.4. *Medical massage – M2*

<i>Themes</i>	<i>Duration in teaching hours</i>
1. Types of SPA treatments and their benefits	1
2. Rules for safe operation of procedures	1
3. Procedures in a water section	1
4. Procedures in the dry high temperature section	1
5. Procedures in a humid high temperature section	1
6. Contrasting procedures	2
7. Salt room and salt capsule	2
8. Healing procedures	2
9. Spa rituals and massages	2

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



10. Ayurvedic spa therapies	2
11. Aromatherapy	1
12. Relax zone	2
Total hours:	18

5.5. Organization and functioning of spa and wellness centres – M3

<i>Themes</i>	<i>Duration in teaching hours</i>
1. Description of activities in the wellness centre	1
2. Distribution of tasks between the staff	1
3. Schedule planning	1
4. Working with specialized software for customers' data base	1
5. Providing all needed wellness products, equipment, materials and consumables	2
6. Comparative characteristics of the products and services offered in the wellness centre	2
7. Combination between products	1
8. Principles of development individual Spa treatment program	2
9. Implementation of marketing and advertising plan	1
10. Presentation of the services offered at the Wellness Centre in various media channels	1
11. Goal settings and realization of sales targets	1
12. Necessity of implementing appropriate regulations for the quality assurance in the wellness centre	1
13. Regulations connected to the staff activities	1
14. Regulations for the client servicing	1
15. Basic structure of the specialized software	1
16. Function of the specialized ICT system	1
17. Compliance with rules for protection of personal data	1
18. Planning and ordering material resources, equipment and consumables	1
19. Effective offering of products and services in the wellness centre	1
20. Offering monitoring and evaluation	1
21. Implementation of new products and technologies	2
22. Composition and application of the product	2
23. Comparative analysis for the products and services	2
24. Effective offering techniques	1
25. Promotions as a tool for the improvement of sales results	1
26. Monitoring of the wellness centre's business goals achievement	2
27. Planning and time management techniques	1
28. Types of financial documents	1
29. Mandatory details in the financial documents	1
Total hours:	36

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



5.6. *Orgonomy and work place hygiene – M3*

<i>Themes</i>	<i>Duration in teaching hours</i>
1. Human resources planning for ensuring of the normal working environment and operation of wellness centre	2
2. Responsibility for the quality of the material resources, equipment and consumables	1
3. Creation of the relaxing environment	2
4. Important factors for the maintenance of calm atmosphere in the wellness centre	1
5. Functions of the employees	1
6. Allocation of tasks to the staff members	1
7. Resolution of conflicts connected to the tasks	1
8. Working time rules, rest periods and absences	1
9. Personal development plans of the staff	1
10. Function and role of the quality standards in the centre	1
11. Connection between quality standards and the level of team professional competence	1
12. Measuring professional competence of the employees	1
13. Scope for increasing professional competence	1
14. Key communication skills	1
15. Communication techniques	1
16. Types of motivational techniques for team management	1
Total hours:	18

5.7. *Firs aid – M4*

<i>Themes</i>	<i>Duration in teaching hours</i>
1. Workplace safety and health	10
2. Care for the safety of guests	10
3. European legislation on safety and health at work	10
4. National legislation on safety and health at work	10
5. Internal regulations	10
6. First aid at work	4
7. Rules on the organization, materials and equipment for first aid at work	4
Total hours:	58

5.8. *Wellness culture, life quality and social illnesses prevention – M4*

<i>Themes</i>	<i>Duration in teaching hours</i>
1. Definition and satisfaction factors	2

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



2. Measuring Guest Satisfaction	4
3. Employee satisfaction	2
4. Qualitative Research Methods	4
5. Quantitative Research Methods	4
6. Analysis of the data collected and proposals for the disclosures	4
7. Promoting the development of guest relations	2
8. Provision of quality service	4
9. Complete guest care	4
10. Characteristics of business ethics	4
11. Code of Ethics in Wellness	4
12. Employee Relations	2
13. Expertise in work	2
14. Emergency response	2
15. The concept of self-evaluation	2
16. Self-evaluation techniques and applications	2
17. Data Protection Legislation	2
18. Internal rules for the handling of personal data	4
19. Records of the processing of personal data	4
Total hours:	58

5.9. *Marketing and entrepreneurship in wellness tourism – M5*

<i>Themes</i>	<i>Duration in teaching hours</i>
1. The Key Basics of Marketing (Needs, Demands, Desires, Product, Transactions, Market) in Wellness	2
2. Different Concepts of the Marketing Management	1
3. Algorithm of Preparing Marketing Strategy	1
4. Marketing Research	1
5. Product, Price, Place, Promotion, People, Process,	2
6. Physical evidence	1
7. Advertising, Sales Support, Public Relations,	1
8. Personal Sales	1
9. Verbal Communication and Non-verbal Communication in Marketing and Sale Supporting	1
10. Tools at the own web	1
11. Video Marketing	1
12. The Basic Functions	1
13. Social Networking Sites	1
14. Blogs and Forums	1
15. Safety Regulations at Work Place	1
16. Administrating, Storing and Disposing Personal Data	1
Total hours:	18

5.10. *Presenting wellness packages – M5*

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



<i>Themes</i>	<i>Duration in teaching hours</i>
1. General Terminology	2
2. Dealing with Customer	4
3. Usage of Ethical Codex	1
4. Basics of Personal Sales	1
5. Procedures of Personal Sales	4
6. Sales Methods that Affect Profitability	2
7. Supplementary Products that Affect Profitability	2
8. Package of Product Services and Profitability	4
9. Psychology of the Customer	4
10. Preferences of the Customer	2
11. Typology of Shopping Habits of the Customers	1
12. Legal Rights and Protection of the Customers – 18/2018 The General Data Protection Regulation (GDPR)	2
Total hours:	29

Professional Practice

- 6.1. Thermal procedures in spa and wellness centres
- 6.2. ICT in working process
- 6.3. Physical therapy and rehabilitation
- 6.4. Promoting wellness services in tourism
7. Production practice

Duration for professional practice for Administrator of Wellness Center in total training hours

The professional practice is divided into classes between grades X and XII as follows

<i>Subjects</i>	<i>Hours</i>
6.1. Thermal procedures in spa and wellness centres	242
6.2. ICT in working process	166
6.3. Physical therapy and rehabilitation	184
6.4. Promoting wellness services in tourism	166
7. Production practice	192

The content of the teaching practice reveals possibilities for practical application of the acquired knowledge about the nature of the different types of Wellness Centres, their organization and functioning, specific ICT tools used in Wellness Tourism, modern methods and techniques applied in Wellness Tourism and opportunities for

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



providing a unique spa experience for Wellness Centre clients. The practical training is aimed at developing specific professional skills and competences related to the nature of the services being offered, the types of procedures and their benefits, the organization of work, as well as the main points of the legislation affecting the functioning of the SPA centers in Bulgaria. The practical training gives an opportunity to analyse the huge potential of Bulgaria as a SPA destination.

Due to the applied nature of the subject, it is necessary to conduct the training in facilities with specialized equipment and tools specific to the Wellness Centres. A highlight is work-based learning (WBL). It is done with the help of a teacher-methodist who prepares individual plans for each student. Depending on the opportunities to include advanced vocational training for the specific curriculum, the teacher adjusts the curriculum to the appropriate number of hours. Extended vocational training is a flexible opportunity for teachers to include specialized modules each year beyond the mandatory ones set by the state educational standard.



Appendix 1. Distribution of teaching hours for each year

№	Types of preparation	I high school stage					II high school stage				total	
		Grades					Grades					
		School subjects	VIII	IX	X		VII-X	XI		XII		
			Studying weeks	36	36	36		2	36	2		29
Section A-Mandatory school subjects												
I.	General educational preparation											
1	Bulgarian language and literature	144	108	108		360	108		87		195	555
2	Foreign language — ...	144	72	72		288						288
3	Foreign language — ...		72	72		144	72		58		130	274
4	Mathematics	108	108	72		288	72		58		130	418
5	Informational technologies	36	36	18		90						90
6	History and civilization	72	72	126		270						270
7	Geography and economics	36	36	90		162						162
8	Philosophy	36	36	72		144						144
9	Civil education						36		29		65	65
10	Biology and health education	54	36	72		162						162
11	Physics and astronomy	54	36	72		162						162
12	Chemistry and environmental protection	36	34	72		162						162
13	Music	18	18	18		54						54
14	Art	18	18	18		54						54
15	Physical education and sport	72	72	72		216	72		58		130	346
II.	General professional preparation											
1	English for specific purposes						72		58		130	130
2	Healthy and safe working conditions		18			18						18

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



3	Entrepreneurship	36				36					36
4	Economics			36		36					36
	Total for section A	864	792	990		2646	432		348	780	3426
Section B – selectable school classes											
III.	Specialized professional preparation										
1	Hospitality in the tourism industry	36	18	18		72	36		29	65	137
2	Accounting and dealing with documents		18			18				0	18
3	Specialized software			18		18	36			36	54
4	Marketing in tourism					0			29	29	29
	Specific professional preparation (AWC specific)										
5.1.	Professional culture and communication			18		18	18		29	47	65
5.2.	Types of thermal procedures and specialized technics			18		18	36		18	54	72
5.3.	Physical therapy and rehabilitation						18		18	36	36
5.4.	Medical massage						18			18	18
5.5.	Organization and functioning of spa and wellness centers						36			36	36
5.6.	Orgonomy and work place hygiene			18		18					18
5.7.	Firs aid						18		40	58	58
5.8.	Wellness culture, life quality and social illnesses prevention						18		40	58	58
5.9.	Marketing and entrepreneurship in wellness tourism						18			18	18
5.10.	Presenting wellness packages								29	29	29
6	School practice:										

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



6.1.	Thermal procedures in spa and wellness centers			36		36	90		116		206	242
6.2.	ICT in working process						108		58		166	166
6.3.	Physical therapy and rehabilitation			36		36	90		58		148	184
6.4.	Promoting wellness services in tourism						108		58		166	166
7	Production practice				64	64		64		64	128	192
IV.	Expanded professional preparation	252	288	36		576	72		29		101	677
	Expanded preparation								29		29	29
	Total for section B	288	324	198	64	874	720	64	580	64	1428	2302
	Total for section A+ section B	1152	1116	1188	64	3520	1152	64	928	64	2208	5728
Section C – facultative studying classes												
VI.	Additional preparation	144	144	144		432	144		124		268	700
	Total for section A + section B + section C:	1296	1260	1332	64	3952	1296	64	1052	64	2476	6428